

The Relationship Between Self Esteem And Gambling Motivation:A Study Among Casino Customers

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Abstract--- *Many studies have shown that persons with low self esteem are vulnerable to different types of addictive behavior. Gambling is such a behavior to which persons can get addicted easily. This paper examines the relationship between self esteem and gambling motivation. Self esteem and gambling motivation scales were administered to 108 casino customers in Goa, India. Factor analysis of self esteem resulted in three dimensions namely negative self-worth, self-worth and other oriented self-worth. Gambling motivation loaded onto five factors namely basic motives, escape motives, achievement motives, enjoyment motives and socialization motives. Further, regression analysis revealed that negative self-worth was significantly positively associated with basic motives, escape motives and socialization motives. The other two dimensions of self esteem were not associated with any of the dimensions of gambling motivation. It is interesting to note that achievement motive and enjoyment motives were not predicted by even negative self-worth. The findings are of theoretical importance as to the relation between negative self-worth and negative types of motivations and practical significance for casinos as well as for addiction counselors.*

Keywords--- *Self esteem, addiction, gambling, gambling motivation.*

I INTRODUCTION

Among various forms of gambling addiction casino gambling has been found to be the most problematic one (Fisher 2000). There are many conflicting theories about what leads individuals to become gamblers, although some consensus suggests a link to personality traits. Low self-esteem has been linked to addictive behaviors. According to Craig, 1995 people who hold negative evaluations about themselves use addictive substances to escape or withdraw from their low self beliefs. Armstrong et.al, (2000) investigated the relation with self-esteem and internet addiction and found low self esteem was positively associated with internet addiction. Marlatt, Baer, Donovan, et al. (1988) suggest further studies is required in this area since links between gambling and self-esteem still remain unclear. Most research on gambling focuses on factors like demographic characteristics (Rahman et al., 2012), risk and treatment options (Leung & Cottler, 2009). Despite these research, there remain conflicting hypotheses regarding the links between gambling and psychological factors, including risk tolerance, impulsivity, and self-esteem. Moreover the relationship between self esteem and gambling is not clear. In this study we attempt to examine the influence of self esteem on various gambling motivation.

II LITERATURE AND HYPOTHESES

Self Esteem

Self-esteem is defined as “an individual’s positive or negative evaluation of himself or herself” (Smith, Mackie, & Claypool, 2014). Self-esteem is the evaluation one has of his/herself, how one feels about his/herself in almost all situations (Sinclair et al, 2010). Self-esteem is a psychological strength reflecting one’s overall evaluation of oneself.

Baumeister and Tice (1985) found that the pathological gamblers reported substantially lower self esteem. A close relationship has been documented between low self-esteem and problems such as alcoholism, drug abuse, eating disorders, school dropouts and poor academic performance.(Raskauskas, Rubiano, Offen & Wayland, 2015).Core self-evaluations (e.g., self-esteem) also play a role in addictive social media use.

Theories of low self-esteem in gamblers stem from the belief that gambling holds many similarities to addictions, whereby addictive behavior is preceded by feelings of low self-worth and elicits temporary relief of these negative thoughts through pleasurable experience (Rosenthal, 1993). Other potentially addicting behaviors, such as the Internet Gaming Disorders have also been linked to lower levels of self-esteem, providing support that gamblers may also suffer from lower levels of self-esteem. In contrast, some others have posited that gamblers may experience high levels of self-esteem as they view themselves as highly skilled in their gambling device of choice (Kusyszyn & Rutter, 1985). Interestingly there are also studies which found no link between self-esteem and gambling or between gambling, self-esteem, and addictions overall (Greenberg, Lewis, & Dodd, 1999).

Gambling Motivation

Numerous researchers have stated that gambling behavior is determined by various motivations that lead people to be actively involved in numerous types of gambling. Different studies have approached motivation to gamble according to the type of gamblers. Research on positive perceptions of gambling has attempted to explore motivations among recreational gamblers (Lee et al. 2006) which include fantasies, feelings, and fun. People also gamble for excitement, to escape from daily routines, to socialize with other people, to win money and so on.

These different types of gambling motivations can be further explained by applying self-determination theory (SDT). Ryan and Deci (2000) view motivation as a dynamic and constantly developing process which includes intrinsic motivation and extrinsic motivation. Intrinsic motivation occurs when the specific activity (like gambling) inherently satisfies the needs for enjoyment and joy. Extrinsic Motivation refers to behaviors or actions that enable the attainment of some outcomes separate from inherent satisfaction with the action itself.

H1: Self esteem is negatively related with basic gambling motives.

H2: Self esteem is negatively related with escape gambling motives.

H3: Self esteem is negatively related with achievement gambling motives.

H4: Self esteem is negatively related with enjoyment gambling motives.

H5: Self esteem is negatively related with socialization gambling motives.

III METHODOLOGY

Data have been gathered from 108 casino customers using structured questionnaire. The sample has been chosen using convenience sampling method. The scales were administered personally by one of the researchers. The constructs of self esteem and gambling motivation were factor analysed using principal component analysis and varimax rotation. The factor scores were used in further regression analysis to check the influence of dimensions of self esteem on dimensions of gambling motivation.

IV RESULTS

Factor analysis of gambling motivation resulted in five dimensions. Based on the items contained in each factor the factors were named as basic motives, escape motives, achievement motives, enjoyment motives and socialization motives respectively from one to five. The results of factor analysis of gambling motives are indicated in table 1

Table 1: Rotated Component Matrix

	Component				
	1	2	3	4	5
SMEAN(Takerisks)	.757				
SMEAN(Releasetension)	.744				
SMEAN(Curious)	.716				
SMEAN(Boredom)	.611				
SMEAN(Newpeople)	.590				
SMEAN(Learncasino)	.495				
SMEAN(Overwork)		.712			
SMEAN(Dailystress)		.704			
SMEAN(Others/frindsareplaying)		.665			
SMEAN(Escape)		.656			
SMEAN(Peoplewhoenjoy)		.617			
SMEAN(Winmoney)			.833		
SMEAN(Achievement)			.679		
SMEAN(Challenge)			.666		
SMEAN(Previouslosses)			.635		
SMEAN(Jackpot)			.605		

SMEAN(Enjoyable)			.834	
SMEAN(Interesting)			.795	
SMEAN(Exciting)			.789	
SMEAN(Withfriends)				.789
SMEAN(Practicecasino)				.581

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

The results of the factor analysis of self esteem are given in table 2. The items of self esteem loaded onto three factors. Having regard to the items contained in each factor the factors were named as negative self-worth, self-worth and other oriented self-worth.

Table 2 Rotated Component Matrix

	Component		
	1	2	3
SMEAN(Iamafailure)	.772		
SMEAN(Nogoodatall)	.756		
SMEAN(Tobeproudoof)	.678		
SMEAN(Uselessattimes)	.601		
SMEAN(Satisfiedwithmyself)		.879	
SMEAN(Positiveattitude)		.758	
SMEAN(Personofworth)		.541	
SMEAN(Mostotherpeople)			.757
SMEAN(Goodqualities)			.713
SMEAN(Respectformyself)			.660

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

The results of the regression analysis relating all the three dimensions of self esteem with the basic motive dimension of gambling motivation have been given in table 3. The results indicate that only negative self worth dimension of self esteem is related with basic gambling motive with a coefficient significant at 5% level. The other two dimensions of self esteem did not have any significant influence on basic gambling motive.

Table 3 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.001E-013	.093		.000	1.000
1 REGR factor score 1 for analysis 3	.217	.094	.217	2.315	.023
REGR factor score 2 for analysis 3	-.155	.094	-.155	-1.655	.101
REGR factor score 3 for analysis 3	-.106	.094	-.106	-1.132	.260

a. Dependent Variable: REGR factor score 1 for analysis 1

As provided in table 4 the results of the regression analysis with all the three dimensions of self esteem as independent and escape dimension of gambling motive as the dependent variable revealed that the negative self worth dimension of self esteem significantly predicted the escape dimension of gambling motive at 5% significance level. None of the other dimensions of self esteem significantly predicted the escape gambling motive.

Table 4 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-1.001E-013	.091		.000	1.000
1 REGR factor score 1 for analysis 3	.314	.091	.314	3.433	.001

REGR factor score 2 for analysis 3	-.166	.091	-.166	-1.813	.073
REGR factor score 3 for analysis 3	-.075	.091	-.075	-.821	.413

a. Dependent Variable: REGR factor score 2 for analysis 1

As provided by the regression results in table 5 none of the three dimensions of self esteem was significantly related with the achievement dimension of gambling motivation.

Table 5 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-1.000E-013	.096		.000	1.000
1 REGR factor score 1 for analysis 3	.151	.097	.151	1.558	.122
REGR factor score 2 for analysis 3	.017	.097	.017	.179	.858
REGR factor score 3 for analysis 3	.055	.097	.055	.571	.569

a. Dependent Variable: REGR factor score 3 for analysis 1

As provided by the regression results in table 6 none of the three dimensions of self esteem was significantly related with the enjoyment dimension of gambling motivation.

Table 6 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.001E-013	.096		.000	1.000
1 REGR factor score 1 for analysis 3	-.156	.097	-.156	-1.609	.111

REGR factor score 2 for analysis 3	.024	.097	.024	.249	.804
REGR factor score 3 for analysis 3	.042	.097	.042	.430	.668

a. Dependent Variable: REGR factor score 4 for analysis 1

Regression analysis with all the three dimensions of self esteem as independent variables and the socialization dimension of gambling motivation indicated that negative self worth dimension of self esteem significantly predicted the socialization gambling motivation. None of the other dimensions of self esteem significantly predicted the socialization gambling motivation. The results are indicated in table 7.

Table 7 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-1.000E-013	.095		.000	1.000
1 REGR factor score 1 for analysis 3	.223	.096	.223	2.332	.022
REGR factor score 2 for analysis 3	-.005	.096	-.005	-.052	.958
REGR factor score 3 for analysis 3	.012	.096	.012	.122	.903

a. Dependent Variable: REGR factor score 5 for analysis 1

V DISCUSSION

The major finding of this study has been that negative self worth is positively associated with gambling motive. However it has been found that the negative self worth dimension of self esteem is only related with basic gambling motive, escape gambling motive and socialization gambling motive. The indications are that those who consider that their worth is less are more likely to be motivated to gamble. These are the people who consider that they are useless, there is nothing to be proud of, they are failures and are not satisfied with life. People who gamble to escape the drudgery of daily life and those who gamble to socialize were likely to have high negative self worth. If people have a low opinion about own self and find it difficult to socialize because of their shyness or lack of self-esteem, they may use gambling as an alternative form of socializing. The indication is that these people may not be able to socialize well in normal circumstance due to their negative self worth. Since they find similar people in casinos they

find it easy to socialize and self worth does not matter. It is also interesting to note that people with low self worth are more motivated to gamble to escape the drudgery. This may be due to the fact that they don't find other avenues to escape suitable due to low self esteem.

It is very interesting to note that casino customers who gamble for achieving money or challenge and similarly those who gamble for enjoyment and excitement need not necessarily have low self worth. This means that the relation with low self esteem and motivation to gamble for achievement and enjoyment are unrelated. This can be explained since "high self-esteem" individuals are more likely to evaluate themselves as having positive self esteem and self-competence and also they view themselves as highly skilled in their gambling. Individuals with positive self-value could generate and strengthen their degree of meaning in life and keep away from addictions. It also means that those who gamble for money and thrill are not gambling for social reasons. It will be right way to think that low self esteem motivates people to gamble due to social reasons.

VI CONCLUSION

Negative self worth perception of individuals was found to have a positive relation with social motivations for gambling as well as to some extent with basic gambling motivation. However, gambling for money, challenge and thrill need not necessarily be due to low self esteem. Self esteem is closely associated with social reasons for gambling.

VII IMPLICATIONS

The study has managerial and policy implications. As far as casinos are concerned, they may target people with negative self worth and develop communication and product design and other variables keeping the psychology of the target audience. Casinos may also develop more socialization and escape mechanisms such that the gambling objectives of this specific segment of customers are met. Casinos may also develop differentiated strategies for targeting achievement and enjoyment oriented customers. Research on gambling motivations not only enables casino managers to understand customers, but also to segment customers to best meet their needs and develop effective marketing strategies accordingly (Lee et al. 2006).

Counselling and deaddiction centers may work with elimination strategies for negative self worth. They should work with enhancing alternative opportunities for escape and socialization of for deaddiction and rehabilitation of their customers addicted to gambling. These centres can also work with enhancing the recreation skills and socialization skills of their customers. Deaddiction and Counseling centers may also have very segmented and differentiated approaches for their clients.

Depending upon the objectives of the government, they can promote or dissuade gambling. Based on the objectives of the government the policies can be framed with targeted audience in mind. For example, if the government wants to promote gambling for tourists and for enjoyment only, then the gambling industry and advertisements of casinos can be regulated with this in mind. Also, deaddiction and counselling centres can be selectively incentivised.

As well, treatment providers should be ready to conduct comprehensive evaluations of pathological gamblers and devise individual treatment plans that appropriately address their patients' relevant personal characteristics such as gambling-related personality traits, low self-esteem, disturbed emotional condition and possibly below-average cognitive ability. Knowing all patients' gambling-relevant characteristics is likely to raise the effectiveness of any psychotherapy. On the basis of detailed knowledge of factors related to gambling, more effective treatment and prevention strategies could be developed.

Similarly, the content and presentation of public education aimed to prevent pathological gambling is also likely to benefit from considering potential target's personal characteristics.

VIII DIRECTIONS FOR FUTURE RESEARCH

While this research has related dimensions of self esteem with gambling motivation, further research may be required to relate self esteem with gambling intensity. Further studies are also required to identify the correlates of gambling for achievement and thrill. More socialization and leisure, particularly escape related leisure need to be studied in the context of gambling. Comparison of gambling intensity between social versus achievement and enjoyment motives could be a good addition to further research.

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